



3 Things Small Businesses Owners Should Know About Health Reform

#1 - LOWER COSTS WITH HEALTHCARE TAX CREDITS

To ease burdens on small businesses, health insurance reform provides them with a tax credit worth up to 50% of the cost of insurance for their employees. This makes quality health coverage cheaper for employers, workers and their families.

Tax credits would help people like Joe Frederick (*pictured at right*) who runs a small construction company in Bucks County. He used to employ 6 people but crushing healthcare costs forced him to lay many of them off. Joe would have gotten a tax credit to help cover up to half of the \$40,000 a year he paid to provide his employees' insurance.



Joe Frederick, owner of a small local construction business in New Hope

#2 – EASIER, ONE-STOP SHOPPING FOR INSURANCE

To make the process of purchasing health insurance simpler and more affordable, health insurance reform establishes the Small Business Health Options Program (SHOP).

SHOP is an exchange that will allow small businesses to easily and simply compare the prices and benefits of health plans. This will also give small companies the opportunity to join together with other businesses to purchase a plan, using greater purchasing power, bargaining leverage and risk-pooling to get a better deal on insurance – like big businesses are able to do.

#3 – Level Playing Field with Big Business

To level the playing field and help small businesses succeed, big employers that do not support their workers' health benefits would share in their costs through an assessment.

Because of the unique challenges facing smaller companies, they are exempt from any requirements to provide insurance. But, if they decide to provide insurance, small businesses would be eligible for tax credits to help purchase coverage.